

Bombora RampID Audiences

Leverage increased reach and precision to deliver full-funnel strategies with Bombora's RampID powered audiences.

A cooperative approach to B2B data

Bombora's B2B audiences available through LiveRamp now include RampID powered segments. This expanded offering enables agencies and advertisers to:

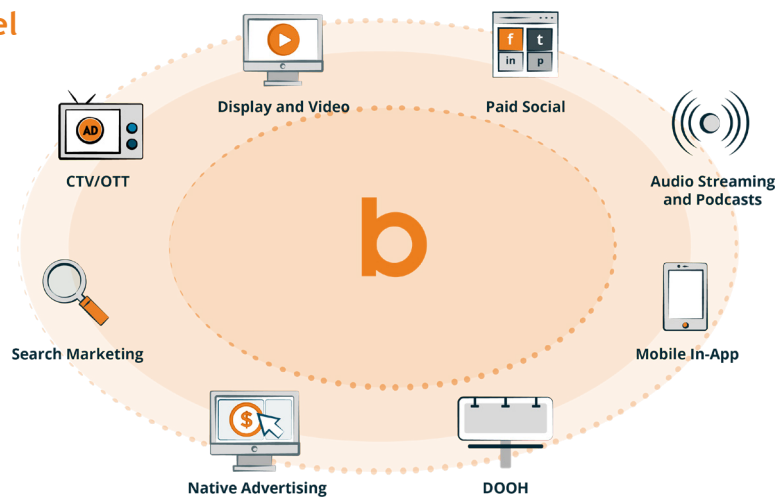
- Access expanded scale and reach across channels and platforms (average addressable scale has increased 2x)
- Tap into high-performing audiences to power omni-channel activation across LiveRamp's extensive network of destinations including CTV, social, and more.
- Create sustainable advertising strategies with LiveRamp's privacy-conscious targeting

Premium B2B audiences

Bombora's B2B digital audiences are derived from our one-of-a-kind B2B premium Data Co-op governed by persistent privacy-first, consent-driven data collection protocols.

- Billions of content consumption events
- Across thousands of leading publishers, brands and data providers
- Billions of devices
- **560+** B2B audience segments. **114** new segments launched November 4th, 2025

Powering Omnichannel targeting



B2B Demographic and Firmographic

Bombora aggregates B2B demographic and firmographic data to provide segments such as revenue, company size, professional group, functional area, industry, and seniority to reach your B2B audience online.

Company Revenue

- Micro \$0-\$1MM
- Small \$1MM-\$10MM
- Medium-Small \$10MM-\$50MM
- Medium-Large \$50MM-\$100MM
- Large \$100MM-\$200MM
- XLarge \$200MM-\$1B
- XXLarge \$1B+

Company Size

- Micro (1 - 9 Employees)
- Small (10 - 49 Employees)
- Medium (200 - 499 Employees)
- Medium-Small (50 - 199 Employees)
- Medium-Large (500 - 999 Employees)
- Large (1,000 - 4,999 Employees)
- XLarge (5,000 - 10,000 Employees)
- XXLarge (10,000+ Employees)

Industry

- Agriculture
- Business Services
- Construction
- Consumer Services
- Cultural
- Education
- Energy, Utilities & Waste
- Finance
- Gaming
- Government
- Healthcare
- Hospitality & Hotels
- Insurance
- Legal
- Manufacturing
- Media & Internet
- Military
- Non-Profit
- Real Estate
- Recreation
- Resource Extraction
- Retail
- Software
- Sports
- Telecommunication
- Transportation & Travel
- Wholesalers

Seniority

- Board and Ownership
- C-Suite
- Management
- Non-Management
- Chief Information Security Officer (CISO)
- Chief Executive Officer (CEO)
- Chief Financial Officers (CFO)
- Chief Human Resources Officers (CHRO)
- Chief Information Officers (CIO)
- Chief IT/Technology Officers (CTO)
- Chief Marketing Officers (CMO)
- Chief Operating Officers (COO)
- Chief Revenue (Sales) Officers
- Chief Risk Officers
- Chief Security Officers (CSO)
- Small Business Owners

Professional Groups

- Business Professionals
- Finance Professionals
- Fortune 500 Employees
- High Income Professionals
- Blue Collar Professionals
- Health Professionals
- Healthcare Professionals
- Human Resources Professionals
- IT Professionals
- Marketing Professionals
- Small Business Professionals
- White Collar Professionals

Decision Makers

- Finance
- Healthcare
- Human Resources
- IT
- Marketing
- Small Business
- Business
- Education
- Government/Public Sector
- Manufacturing
- Procurement/Purchasing
- Sales

Functional Area

- Accounting
- Account Management
- Administration
- Adolescent Medicine
- Advertising
- Allergies & Immunology
- Anesthesiology
- Banking
- Benefits
- Biomedical
- Branding
- Building & Grounds Maintenance
- Business Development
- Buyers
- Cardiology
- Change Management
- Chemical
- Civil
- Cleaners, Housekeepers, & Janitors
- Clinical Laboratory
- Compliance
- Compliance, Governance, and Risk
- Consultants
- Cosmetic
- Creative
- Critical Care Medicine
- Customer Relations
- Database
- Dentist
- Dermatology
- Diversity
- Education
- Elected Officials
- Electrical
- Electronics
- Emergency Medicine
- Employees
- Endocrinology
- Engineering
- Facilities
- Finance
- Gardeners & Landscapers
- Gastroenterology
- Generalist
- General/Family Practitioner
- Genetics
- Geriatrics
- Government
- Hardware
- Health Professional
- Hematology
- Hepatology
- HR
- Imaging & Radiology
- Industrial
- Infectious Disease
- Information Technology
- Integrative Alternative & Complementary Medicine
- Internal Medicine
- Investment Banking
- Legal
- Logistics
- Management & Administrators
- Marketing
- Mechanical
- Media Buyers
- Medical/Health
- Nephrology
- Networking
- Neurology
- Nursing
- Ob/Gyn
- Oncology
- Operations
- Ophthalmology
- Orthopedic
- Otolaryngology
- Pathology
- Pediatrics & Adolescent Medicine
- Pharmacy
- Phlebology
- Physical Medicine & Rehabilitation
- Physicians Assistants
- Product
- PR
- Professors & Teachers
- Psychiatry & Mental Health
- Public Interest
- Pulmonology
- QA
- Recruiting
- Research
- Rheumatology
- Sales
- Security
- Service Industry
- Scientists
- Software Developers
- Sports Medicine
- Support
- Surgeon
- Systems and Business Analysts
- Urology
- Wealth Management
- Web Development

B2B Interest Groups

Content consumption activity aggregated from the B2B web are bundled into **segments** called **B2B Interest Groups**. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.



Install data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.



B2B Manufacturing Firmographics

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.

Manufacturing

- Aerospace & Aircraft
- Audio Equipment & Supplies
- Audio Visual Equipment & Supplies
- Automation Systems & Components
- Baby Care Products
- Banking
- Bed & Bathroom Supplies
- Books & Manuals
- Business Services
- Candlemaking Equipment & Supplies
- Carpeting
- Cellular Phones Products
- Chemicals
- Cleaners & Cleaning Equipment
- Computer Supplies
- Consumer Medical Products
- Consumer Vehicles & Components
- Cookware, Kitchenware & Tableware
- Cosmetic Manufacturing
- Custom Manufacturing Services
- Displays & Exhibits
- Electrical & Electronic Components
- Facility Equipment & Supplies
- Flags
- Fluid Control & Components
- Food & Food Products
- Furniture & Accessories
- Guns & Ammunition
- Hardware & Fasteners
- Hotel & Restaurant Equipment
- Jewelry
- Law Enforcement Equipment & Supplies
- Lawn & Garden
- Machinery, Tools, & Supplies
- Manufacturing Equipment
- Marine Products
- Marketing
- Messaging Boards
- Metals & Metal Products
- Military Equipment
- Mining
- Musical Instruments
- Oil & Gas Exploration Equipment & Accessories
- Packaging & Materials Handling
- Painting Supplies
- Pet Accessories
- Photography
- Polymers & Polymer Products
- Printers
- Promotional
- Railroad
- Recreation & Sports Equipment
- Religious Supplies
- Signs
- Studio Supplies
- Test, Measurement, & Positioning
- Textiles
- Toys
- Traffic Control
- Vending Machines
- Video Systems & Accessories

Lifestyle and Demographics

Lifestyle and Demographic audiences include language, income, hobbies, auto, food & drink, interests, sports and more to reach your target profiles.

Lifestyle

- Food and Drink
- Hobbies and Interests
- Outdoor Enthusiasts
- Sports Fans
- Auto Enthusiasts

Lifestyle Outdoor Activities

- Boats & Watercraft
- Hunting
- Camping
- Snow Skiing
- Fishing
- Surfing
- Golfing
- Tennis
- Hiking

Lifestyle: Food and Drink

- Chocolate
- Craft and Microbrewed Beer
- Dining and Restaurants
- Fine Spirits and Liqueurs
- Organic Foods
- Wine

Lifestyle: Sports Fans

- Baseball
- Basketball
- Fantasy Sports
- Football
- Hockey
- Soccer

Lifestyle: Hobbies and Interests

- Concerts
- Travel
- Cooking
- Video Games
- Fashion
- Yoga
- Gardening
- Cigars
- Home Repair
- Parenting
- Live Theater
- Photography

Lifestyle: Auto Brands

- Acura
- Lexus
- Aston Martin
- Lincoln
- Audi
- Lotus
- Bentley
- Maserati
- BMW
- Mazda
- Bugatti
- McLaren
- Buick
- Mercedes-Benz
- Cadillac
- Motor Vehicles
- Chevrolet
- Nissan
- Chrysler
- Opel
- Dodge
- Peugeot
- Ferrari
- Porsche
- Fiat
- Range Rover
- Ford
- Renault
- General Motors (GMC)
- Rolls Royce
- Saab
- Honda
- Scion
- Hyundai
- Smart Automobile
- Infiniti
- Subaru
- Jaguar
- Tata Motors
- Jeep
- Tesla
- Kia
- Toyota
- Lamborghini
- Volkswagen
- Land Rover
- Volvo

Demographics: Household Income

- \$100,000 - \$149,999
- \$50,000 - \$74,999
- \$150,000 - \$249,999
- \$75,000 - \$99,999
- \$25,000 - \$49,999
- Less than \$25,000
- \$250,000+

Demographics: Income Changes & Status

- 10-20% Income Decrease
- Self-Employed/Entrepreneur
- 10-20% Income Increase
- Top 10% Capital Investor
- 20%+ Income Decrease
- Top 10% Charitable Donor
- 20%+ Income Increase

Demographics: Education

- Associate's Degree
- Undergraduate Degree
- Graduate Degree
- Vocational or Technical School
- High School Diploma
- Some College

Demographics: Language

- Arabic
- Italian
- Chinese
- Japanese
- English
- Russian
- French
- Spanish
- German

Demographics: Net Worth

- \$100,000 - \$249,999
- \$500,000+
- \$250,000 - \$499,999
- Less than \$50,000
- \$50,000 - \$99,999

For more information, please contact us at AudienceSolutions@bombora.com.